

MASSACHUSETTS 23rd ANNUAL

Governor's Conference
On Travel And Tourism

NEW THINKING.
NEW IDEAS.
NEW OPPORTUNITIES.

ON TRAVEL AND TOURISM

23rd Annual Governor's Conference on Travel & Tourism
Wednesday, March 24, 2010
Boston Park Plaza Hotel
50 Park Plaza at Arlington St.

Conference-At-A-Glance

7:00 am

Attendee Registration Opens
Location: Imperial Foyer, Mezzanine Level

7:00 – 8:00 am

Exhibitor Set-up
Location: Plaza Ballroom & Imperial Foyer, Mezzanine Level

8:00 – 8:30 am

Morning Coffee Talk
Wake up with the Massachusetts Office of Travel and Tourism (MOTT)
and their Marketing Partners and International Reps.
Location: MOTT Booth, Imperial Foyer & Mezzanine Level

8:00 – 4:00 pm

Tourism Industry Marketplace
Connect and conduct business all day with tourism industry vendors.
Location: Plaza Ballroom & Imperial Foyer, Mezzanine Level

8:30 -9:30 am

Taste of Massachusetts Breakfast Buffet
Enjoy Massachusetts' tastiest breakfast items during your morning
network.
Location: Imperial Ballroom, Mezzanine Level

9:30am – 9:45am

Bartlett High School Select Choir Performance
Location: Imperial Ballroom, Mezzanine Level

9:45 – 10:00 am

Welcome and introductions:

Location: Imperial Ballroom, Mezzanine Level

- Betsy Wall, Executive Director, MOTT
- Gregory Bialecki, Secretary of Housing and Economic Development
- Representative John Keenan, Chairman of Tourism, Arts & Culture Committee



10:00 – 11:00 am

Keynote speaker

Deval L. Patrick, Governor of Massachusetts

Location: Imperial Ballroom, Mezzanine Level

11:00 am – 12:00 noon

General Morning Session

Transportation to Massachusetts: “All Routes Lead to Massachusetts”:
A robust panel of transportation specialists provide insight into how visitors arrive to and travel within Massachusetts.

Location: Imperial Ballroom, Mezzanine Level

12:00 noon

Networking Lunch *Express*

Grab your box lunch and head off to mix and match at any or all of these great afternoon options:

Location: Imperial Foyer & Plaza, Mezzanine Level

1:00 – 2:00 pm: Three Concurrent Workshop sessions:

1. ***Meet the Editors:***

Hear from top magazine and newspaper editors and writers about what to pitch.

Location: Whittier Room 4th floor

2. ***www.massvacation.com Hands-on Clinic:***

Learn how to use massvacation.com as *your* online marketing tool

Location: White Hill Room 4th floor

3. ***Turning Sales Leads into Sales:***

A panel of industry experts share tips on sales leads follow-through.

Location: St. James Room 4th floor

1:00 – 2:45pm

Receptive Operators/Domestic Tour Operators & Meeting Planners
Conference round tables give suppliers and buyers the opportunity to have open discussions on issues of common interest.

Location: Stanbro Room, Mezzanine Level

Ongoing through 4:00 pm

Tourism Industry Marketplace

Connect and do business with great tourism industry vendors.

Location: Plaza Ballroom & Imperial Foyer, Mezzanine Level

2:30 – 2:45 pm

Midday Coffee, Snack & Beverage Break

Location: Plaza Ballroom & Imperial Foyer, Mezzanine Level

2:45 - 3:00 pm

Connelly Partners FY10 Advertising Campaign Presentation

Steve Connelly, Agency Head

Scott Madden, Director of Brand Management

Hear first-hand about the exciting 2010 advertising and media plan.

Location: Imperial Ballroom, Mezzanine Level

3:00 – 3:45 pm

General Session:

“What’s Happening Now (and in the future] with Social Media

An overview of today’s ever-changing social technology and how to keep up.

Location: Imperial Ballroom, Mezzanine Level

3:45 - 4:00pm

Massachusetts Convention Center Authority Expansion Initiatives

Speaker: James E. Rooney, *Executive Director*, Massachusetts

Convention Center Authority

Location: Imperial Ballroom, Mezzanine Level

4:00 – 6:00 pm

Conference Wrap-up Evening Reception (appetizers supplied)

Stop by for lively conversation, to discuss the days events, or simply relax in a social setting.

Location: Pairings Restaurant, Boston Park Plaza